# Tourist profile trend (2017)

# **Netherlands: First Quarter**

#### How many are they and how much do they spend?

	2013Q1	2014Q1	2015Q1	2016Q1	2017Q1
Tourist arrivals (> 16 years old)	110,281	114,725	105,210	131,526	142,610
Average daily expenditure (€)	126.47	114.48	121.45	120.74	134.36
. in their place of residence	89.11	78.09	84.63	85.01	98.84
. in the Canary Islands	37.36	36.40	36.82	35.72	35.52
Average lenght of stay	9.82	11.03	10.52	9.17	8.85
Turnover per tourist (€)	1,153	1,107	1,156	1,053	1,097
Total turnover (> 16 years old) (€m)	127	127	122	139	157
Share of total turnover	29.3%	29.4%	26.6%	24.8%	
Share of total tourist	27.1%	28.5%	24.7%	24.3%	
Expenditure in the Canary Islands per tour	ist and trip (	E) <sup>(*)</sup>			
Accommodation (**):	43.80	55.94	50.82	37.06	44.62
- Accommodation	38.22	50.43	44.58	31.93	40.26
- Additional accommodation expenses	5.58	5.51	6.24	5.13	4.36
Transport:	30.70	23.53	36.18	27.37	25.68
- Public transport	8.93	5.83	7.06	3.07	5.20
- Taxi	2.12	5.66	7.47	5.66	6.18
- Car rental	19.66	12.04	21.65	18.65	14.30
Food and drink:	180.82	177.46	192.26	145.81	143.42
- Food purchases at supermarkets	63.47	73.41	85.05	70.10	53.76
- Restaurants	117.35	104.05	107.21	75.71	89.66
Souvenirs:	62.46	61.01	51.98	51.81	37.71
Leisure:	16.30	26.52	27.53	28.35	29.41
- Organized excursions	4.56	10.29	12.93	15.13	10.84
- Leisure, amusement	0.37	2.07	2.08	0.53	5.20
- Trip to other islands	0.21	0.90	1.23	1.55	1.20
- Sporting activities	9.64	6.47	5.51	6.90	6.92
- Cultural activities	1.09	2.40	1.55	3.19	2.63
- Discos and disco-pubs	0.42	4.37	4.24	1.06	2.62
Others:	14.60	12.83	8.77	11.63	92.83
- Wellness	1.92	2.55	1.21	3.99	2.62
- Medical expenses	2.92	2.27	2.76	0.55	0.95
- Other expenses	9.75	8.01	4.80	7.09	89.25

## How far in advance do they book their trip?

	2013Q1	2014Q1	2015Q1	2016Q1	2017Q1
The same day they leave	0.0%	0.6%	0.0%	0.8%	0.0%
Between 2 and 7 days	9.5%	5.6%	9.0%	9.7%	7.6%
Between 8 and 15 days	9.3%	11.7%	18.9%	11.9%	9.3%
Between 16 and 30 days	12.8%	15.8%	13.9%	19.0%	13.2%
Between 31 and 90 days	43.6%	33.9%	32.9%	39.5%	39.7%
More than 90 days	24.8%	32.4%	25.4%	19.2%	30.2%

## What do they book at their place of residence?

	2013Q1	2014Q1	2015Q1	2016Q1	2017Q1
Flight only	7.7%	7.3%	6.3%	5.9%	4.5%
Flight and accommodation (room only)	39.7%	34.0%	38.2%	26.7%	33.5%
Flight and accommodation (B&B)	9.9%	10.4%	9.3%	11.5%	11.2%
Flight and accommodation (half board)	22.9%	18.7%	19.2%	26.4%	17.0%
Flight and accommodation (full board)	0.5%	2.4%	2.2%	2.3%	2.2%
Flight and accommodation (all inclusive)	19.3%	27.2%	24.8%	27.2%	31.6%
% Tourists using low-cost airlines	38.1%	32.1%	32.0%	49.2%	34.5%
Other expenses in their place of residence:					
- Car rental	20.7%	13.0%	11.9%	14.5%	14.3%
- Sporting activities	6.7%	2.3%	2.1%	4.2%	4.0%
- Excursions	0.2%	3.2%	1.1%	4.1%	3.8%
- Trip to other islands	4.0%	0.4%	0.5%	0.3%	0.2%

(\*) Expense is prorated among all the tourists (even those who have not spent in destination).

(\*\*) Accommodation expenses may seem low because most tourists pay the accommodation before traveling.



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1	Accommodation booking	2013Q1	2014Q1	2015Q1	2016Q1	2017Q1
D	Tour Operator	57.1%	51.9%	48.8%	41.5%	45.0%
6	- Tour Operator's website	89.9%	81.6%	82.7%	71.2%	87.3%
4	Accommodation	14.5%	12.0%	9.9%	13.0%	10.0%
2	- Accommodation's website	55.8%	84.0%	91.2%	79.9%	79.9%
5	Travel agency (High street)	20.2%	22.2%	21.9%	18.3%	20.9%
7	Online Travel Agency (OTA)	8.0%	10.0%	17.7%	25.2%	21.8%
7	No need to book accommodation	0.2%	3.9%	1.8%	2.1%	2.3%

	Flight booking	2013Q1	2014Q1	2015Q1	2016Q1	2017Q1
.62	Tour Operator	61.0%	51.4%	47.3%	42.8%	48.2%
.26	- Tour Operator's website	86.3%	78.0%	75.1%	61.7%	88.3%
.36	Airline	21.7%	18.9%	18.1%	21.5%	19.8%
.68	- Airline´s website	100.0%	96.4%	96.2%	100.0%	97.0%
.20	Travel agency (High street)	16.4%	20.4%	19.0%	15.3%	18.9%
.18	Online Travel Agency (OTA)	0.9%	9.2%	15.6%	20.4%	13.0%

#### Where do they stay?

	2013Q1	2014Q1	2015Q1	2016Q1	2017Q1
5* Hotel	10.9%	3.8%	4.9%	3.3%	6.6%
4* Hotel	42.2%	34.6%	28.0%	40.1%	35.1%
1-2-3* Hotel	10.6%	16.4%	19.7%	19.0%	13.8%
Apartment	35.8%	41.5%	44.3%	35.1%	41.8%
Property (privately-owned,friends,family)	0.1%	2.8%	1.5%	1.8%	1.0%
Others	0.5%	0.9%	1.5%	0.7%	1.8%

#### Who are they?

More than €84,000

Lslas 💥 Canarias

Gender 2013Q1 2014Q1 2015Q1 2016Q1 2017Q1 Percentage of men 50.2% 54.5% 50.7% 47.6% 72.8% Percentage of women 27.2% 49.8% 45.5% 49.3% 52.4% Age Average age (tourists > 16 years old) 50.7 50.9 53.5 50.4 51.5 Standard deviation 14.4 14.1 14.5 16.3 13.9 Age range (> 16 years old) 16-24 years old 2.0% 4.3% 4.6% 5.2% 3.9% 25-30 years old 8.9% 6.4% 5.3% 12.0% 4.1% 31-45 years old 24.3% 23.0% 18.5% 21.8% 24.0% 46-60 years old 31.6% 39.6% 34.3% 25.8% 39.8% Over 60 years old 33.3% 26.7% 37.2% 35.2% 28.3% Occupation Business owner or self-employed 44.2% 24.4% 21.4% 23.8% 23.0% Upper/Middle management employee 19.6% 42.6% 33.5% 41.3% 37.8% Auxiliary level employee 9.4% 6.2% 9.3% 7.3% 7.9% Students 2.7% 1.6% 1.6% 10.8% 2.5% Retired 20.9% 21.7% 26.5% 23.1% 22.3% Unemployed / unpaid dom. work 3.2% 3 5% 1.5% 2.9% 3.4% Annual household income level €12,000 - €24,000 7.0% 10.1% 6.4% 11.1% 9.4% €24,001 - €36,000 18.7% 16.2% 18.5% 16.1% 10.6% €36,001 - €48,000 8.4% 21.4% 29.3% 22.4% 15.5% €48,001 - €60,000 17.0% 13.7% 15.7% 21.5% 18.9% €60.001 - €72.000 10.7% 12.1% 4.1% 13.6% 9.4% €72,001 - €84,000 6.1% 6.6% 6.2% 8.8% 6.7%

38.8%

18.4%

11.3%

15.3%

24.3%





## Which island do they choose?

Tourists (> 16 years old)	2013Q1	2014Q1	2015Q1	2016Q1	2017Q1	
- Lanzarote	15,217	16,638	16,365	21,248	26,713	
- Fuerteventura	15,881	10,152	11,204	14,439	17,580	
- Gran Canaria	41,386	45,013	40,524	48,354	49,244	
- Tenerife	33,651	38,284	32,093	41,116	42,612	
- La Palma	4,000	3,784	4,087	5,370	5,422	

#### Who do they come with?

	2013Q1	2014Q1	2015Q1	2016Q1	2017Q1
Unaccompanied	5.0%	10.0%	9.6%	9.3%	6.2%
Only with partner	67.1%	50.9%	64.7%	63.9%	47.8%
Only with children (under the age of 13)	0.0%	0.6%	0.5%	0.0%	2.9%
Partner + children (under the age of 13)	5.5%	8.9%	5.8%	7.0%	12.5%
Other relatives	1.8%	3.8%	3.7%	4.9%	4.5%
Friends	4.5%	5.8%	6.0%	5.2%	4.9%
Work colleagues	0.1%	0.0%	0.0%	0.7%	0.0%
Other combinations (1)	16.0%	19.9%	9.7%	8.9%	21.1%
* Multi-choise question (different situations have	heen isolate	d)			

Multi-choise question (different situations have been isolated)

### How do they rate the destination?

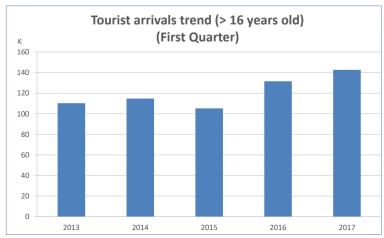
Impression of their stay	2013Q1	2014Q1	2015Q1	2016Q1	2017Q1
Good or very good (% tourists)	79.6%	96.3%	92.8%	92.8%	92.8%
Average rating (scale 1-10)	8.02	8.50	8.36	8.46	8.52

## How many are loyal to the destination?

Repeat tourists of the Canary Islands	2013Q1	2014Q1	2015Q1	2016Q1	2017Q1
Repeat tourists	86.3%	82.0%	83.7%	79.4%	81.8%
In love (at least 10 previous visits)	21.7%	21.3%	21.2%	12.9%	15.5%

#### Where does the flight come from?

Ten main origin markets	2013Q1	2014Q1	2015Q1	2016Q1	2017Q1
Netherlands	38.6%	82.1%	81.4%	42.0%	65.5%
Germany	47.6%	10.4%	8.5%	35.6%	27.7%
Spanish Mainland	13.6%	2.8%	4.9%	10.1%	3.1%
Belgium	0.1%	3.6%	5.2%	9.1%	3.1%
United Kingdom	0.0%	0.6%	0.0%	0.0%	0.4%
Austria	0.0%	0.0%	0.0%	0.0%	0.2%
Ireland	0.0%	0.0%	0.0%	0.6%	0.0%
Switzerland	0.0%	0.0%	0.0%	2.6%	0.0%
Others	0.1%	0.5%	0.0%	0.0%	0.0%
France	0.0%	0.0%	0.0%	0.0%	0.0%



1 Share (%) 2013Q1 2014Q1 2 - Lanzarote 13.8% 14.6% % - Fuerteventura 14.4% 8.9% % - Gran Canaria 37.6% 39.5% 34.8% 38.9% 37.0% - Tenerife 30.6% 33.6% 30.8% 31.5% 30.1% - La Palma 3.6% 3.3% 3.9% 4.1% 3.8%

	Why do they choose the Ca	nary Islana	ls?			
1	Aspects influencing the choice	2013Q1	2014Q1	2015Q1	2016Q1	2017Q1
%	Climate/sun	99.4%	96.9%	94.7%	94.1%	96.0%
%	Tranquillity/rest/relaxation	34.0%	35.2%	35.8%	38.5%	38.9%
%	Beaches	33.6%	39.7%	31.0%	29.6%	32.7%
%	Scenery	21.5%	28.9%	28.7%	23.7%	27.0%
%	Price	17.0%	11.4%	13.5%	12.0%	11.3%
%	Security	3.1%	5.0%	5.2%	9.1%	10.7%
%	Visiting new places	9.9%	5.6%	8.3%	11.0%	10.5%
%	Suitable destination for children	5.4%	4.2%	2.4%	1.3%	7.4%
	Active tourism	1.5%	4.5%	3.6%	5.1%	6.9%
	Facilidades de traslado	5.3%	4.2%	2.1%	6.2%	5.0%
	Shopping	4.4%	5.1%	6.7%	2.1%	3.9%
1	Nightlife/fun	7.9%	2.8%	3.5%	1.8%	3.4%
%	Quality of the environment	6.4%	4.0%	5.0%	5.9%	3.3%
2	Culture	1.6%	3.2%	1.9%	4.3%	2.6%

0.0%

0.6%

0.5%

1.8%

0.5%

1.2%

0.4%

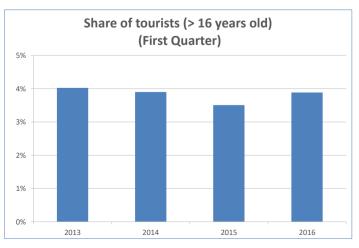
3.4%

Nautical activities \* Multi-choise question

Theme parks

### What did motivate them to come?

\* Multi-choise question

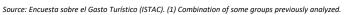


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Canar Islands

LATITUDE OF LIFE

015Q1	2016Q1	2017Q
15.7%	16.3%	18.99
10.7%	11.1%	12.49
38 0%	37.0%	3/ 89



Note: Tourists under 16 years old are excluded. In order to calculate percentages, "Not applicable " and " No answer " have been excluded.



1.8%

1.7%